

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

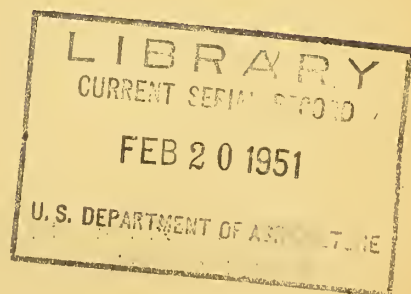
CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

MAY 1950

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
June-1950



FOREWORD

This report presents data on consumer purchases during May 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

MAY 1950

The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Purchases of frozen concentrated orange juice by household consumers increased in May 1950 almost 10 percent over the record April level, establishing a new high of 1,243,000 gallons. Average prices paid decreased slightly, the first drop since December 1949. The percentage of families buying increased from 14.0 in April to 14.5 percent in May. Household purchases of all other frozen concentrated juices than orange juice increased from 142,000 gallons in April to 187,000 gallons in May. Average prices paid for other frozen concentrated juices increased slightly.

Household purchases of canned single strength orange juice declined about 100,000 cases (equivalent No. 2 cans) to 1,462,000 cases in May. Purchases of other canned citrus juices were practically unchanged from April levels. Household consumers bought less pineapple juice and tomato juice in May than they did in April.

The average prices paid by householders for each of the canned single strength juices in May remained at about the same levels as in April. The average price paid for canned orange-grapefruit blend was slightly higher than either orange juice or grapefruit juice.

Fresh orange purchases were 42,359,000 dozens in May 1950, slightly exceeding the level of a year ago. May is the first month during 1950 that household purchases of oranges have exceeded those of comparable months last year.

In May householders paid 53 cents per dozen for California oranges and 46 cents for Florida oranges, compared to 45 cents and 46 cents, respectively, during May a year ago. In spite of the higher price, purchases of California oranges in May were 4,000,000 dozens greater than in May a year ago. On the other hand, purchases of Florida oranges were lower by approximately the same amount.

Purchases of fresh grapefruit were slightly higher than in May 1949, while the average price paid by householders was 11 cents per dozen higher.

Lemon prices increased slightly to 42.4 cents per dozen in May; average prices had dropped from 61 cents per dozen in January to 41 cents in April before the May increase. Purchases for household use increased 13 percent to 9,594,000 dozens in May.

Household purchases of dried fruits continued to decline -- from 12,672 tons in April to 11,499 tons in May. Average prices paid changed very little. Household purchases of dried prunes declined 6 percent from April to May. Raisin purchases decreased from 4,250 tons in April to 3,946 tons in May.

Householders purchased 386,000 cases (equivalent No. 2 cans) of prune juice in May, a decrease of 9 percent from April. The percentage of families buying dropped slightly, while the average price remained about the same.

FROZEN CONCENTRATED JUICES

Purchases of frozen concentrated orange juice for household use in May 1950 increased almost 10 percent over the previous high in April while average prices paid decreased slightly. The percentage of families buying increased to 14.5 percent topping the previous high of 14.0 percent in April.

In May, household consumers paid an average price of 27.2 cents for a 6-ounce can of frozen concentrated orange juice, compared with 27.8 cents in April. This was the first price decline since December 1949 (fig. 3). The average price paid in May 1950 was almost 2 cents per can higher than that paid in May 1949.

Purchases of frozen concentrated orange juice increased to 1,243,000 gallons in May, an increase of 109,000 gallons over April. Previous high months had been November 1949 and April 1950 with purchases of about 1,130,000 gallons. Purchases of frozen concentrated orange juice in May 1950 were over two and one-half times as large as in May a year ago.

Household purchases of all frozen concentrated juices except orange juice increased from 142,000 gallons in April to 187,000 gallons in May. Average prices paid by household consumers for these frozen juices increased slightly in May.

CANNED JUICES

Household purchases of canned single strength orange juice in May 1950 declined about 100,000 cases (equivalent No. 2 cans) from the April volume. Purchases of other canned citrus juices were practically unchanged from April levels. Household consumers bought less pineapple juice and tomato juice in May than they did in April (fig. 4).

The proportion of families buying was unchanged for nearly all of the canned juices. The largest change was noted in percentage of families buying pineapple juice, a decrease from 14.9 percent in April to 13.7 in May.

Householders paid about the same average prices for each of the canned single strength juices in May as they did in April. Prices for most canned citrus juices were down slightly. The average price paid for canned orange-grapefruit blend was again higher than either orange juice or grapefruit juice (fig. 5).

Canned orange juice purchases in May were 1,462,000 cases (equivalent No. 2 cans), compared with 1,565,000 cases in April. Household purchases of canned orange juice have dropped more than 400,000 cases from the December 1949 volume of 1,890,000 cases (fig. 4). The average price paid for canned orange juice in May was 38 cents per 46-ounce can, compared with 30 cents in December.

Total household purchases of canned single strength citrus juices were one-third below the level of a year ago -- 2,900,000 cases (equivalent No. 2 cans) in May 1950, compared with approximately 4,300,000 cases in May 1949. Prices in May 1950 were considerably above the levels of a year ago.

Tomato juice purchases by householders in May 1950 declined slightly from the April volume to 1,578,000 cases (equivalent No. 2 cans). Household purchases of tomato juice were 9 percent below the volume of a year ago. The volume of tomato juice purchases, however, continued to be higher than for any other canned single strength juice.

Householders bought 938,000 cases (equivalent No. 2 cans) of pineapple juice in May, a decline of about 50,000 cases from the previous month. The average price paid remained at slightly over 38 cents per 46-ounce can.

Household purchases of apple juice increased in May, while grape juice purchases were down slightly from the April level. The volume of purchases and average prices paid for other canned juices in May showed relatively little change from the April levels. (For data on prune juice, see DRIED FRUIT Section.)

FRESH CITRUS FRUIT

Household purchases of fresh oranges totaled 42,358,000 dozens during May 1950, slightly exceeding those in May 1949. May was the first month during 1950 in which purchases exceeded those of comparable months in 1949. The average price paid by householders for all oranges during May was 49 cents per dozen, practically unchanged from April. The May price was still considerably above that of May 1949 (fig. 6). Purchases of all fresh citrus fruit dropped about 3,000,000 dozens from April but were almost equal to a year ago.

The average price paid by householders for California oranges increased slightly over April, continuing an upward movement started in September 1949. The May price of 53 cents per dozen was 8 cents above that of May 1949. The average price of Florida oranges dropped almost 2 cents per dozen, the first price decline since November 1949. Household purchases of California oranges decreased slightly from April to 15,715,000 dozens in May, but were about 4,000,000 dozens higher than in May 1949. Purchases of Florida oranges decreased about 1,500,000 dozens from April and were about 4,000,000 dozens under the May 1949 level.

The percentage of families buying California oranges dropped slightly from the April level to 22.5 percent in May, compared to 15.6 percent in May 1949. The percentage of families buying Florida oranges decreased slightly from 23.0 percent in April to 21.2 in May, compared with 24.5 percent a year ago.

Grapefruit purchases by household consumers decreased to a total of 5,024,000 dozens in May, slightly higher than a year ago. The average price paid for grapefruit increased slightly during May to \$1.19 per dozen, 11 cents higher than the same month in 1949. The percentage of families buying grapefruit decreased to 19.6 percent which was approximately equal to a year ago.

Purchases of lemons by householders increased 2,000,000 dozens to 9,594,000 dozens in May which was slightly below the level of May 1949. Average prices paid for lemons increased 1.6 cents to 42.4 cents per dozen. This was the first price increase since January. The percentage of families buying lemons increased from 23.8 percent in April to 27.6 in May, compared with 30.1 percent in May 1949.

DRIED FRUITS

Household purchases of all dried fruits in May 1950 declined slightly over 9 percent from the April level. Average prices paid by consumers changed very little. The percentage of families buying any dried fruit decreased from 30.2 percent in April to 27.0 percent in May. Household consumers bought 11,499 tons of dried fruits in May, compared with 12,672 tons in April and 16,386 tons in December 1949.

Raisin purchases for household use decreased from 4,250 tons in April to 3,946 tons in May (fig. 7). The average price remained about the same, while the percentage of families buying declined from 13.3 percent to 12.7.

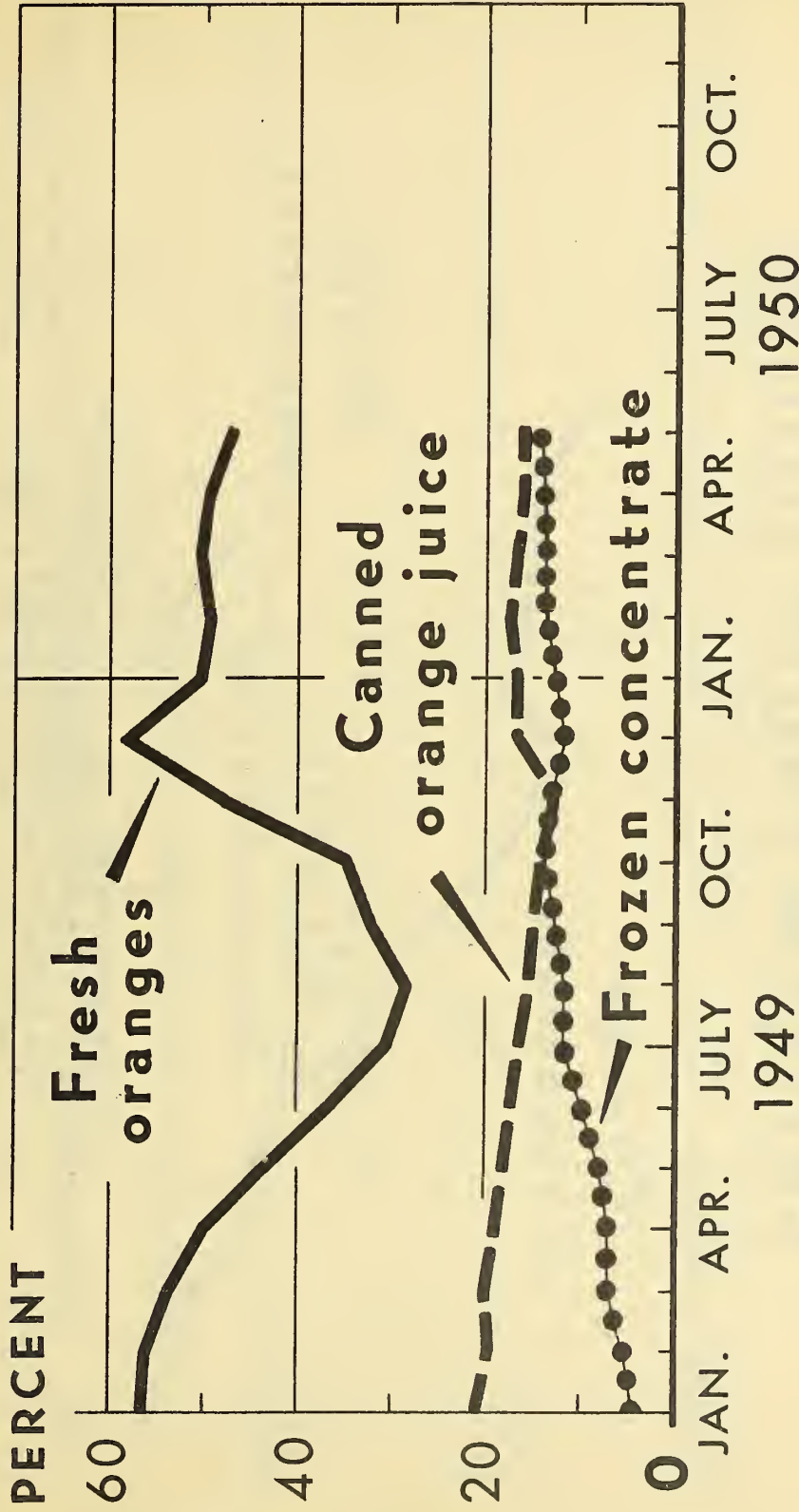
Purchases of dried prunes declined for the third consecutive month, from 5,528 tons in April to 5,174 tons in May (fig. 7). At the same time, the percentage of families buying dropped from 13.9 to 12.4 percent. Average prices paid remained about the same.

Prune juice purchases declined from 417,000 cases (equivalent No. 2 cans) in April to 386,000 cases in May. The percentage of families buying dropped slightly -- 7.0 to 6.7 percent. Average prices paid by household consumers remained about the same.

Average prices paid for dried apricots declined to 47.7 cents per pound in May, 2 cents below the April level. During the same period, household purchases decreased from 725 to 636 tons. The percentage of families buying declined from 3.8 to 2.7 percent. Household purchases and percentage of families buying dried peaches declined slightly, while the average price advanced slightly.

Average prices paid by household consumers for dried figs were down slightly to 33.7 cents in May; purchases were down from 375 tons in April to 329 tons in May. Consumer purchases of dates dropped from 753 tons in April to 578 tons in May; the average price paid increased 2.5 cents to 35.9 cents per pound.

PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



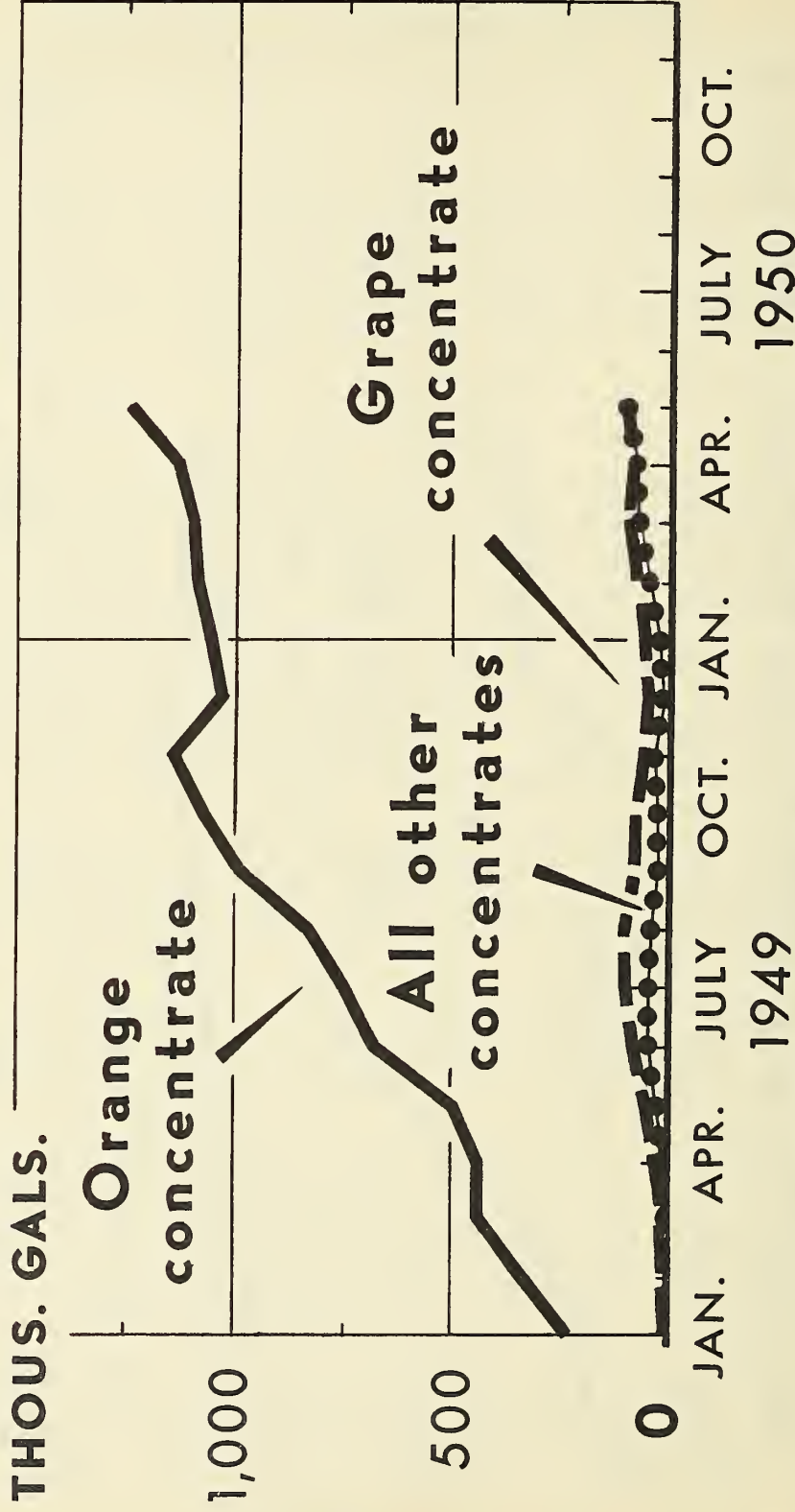
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

BAE 47533 - XX

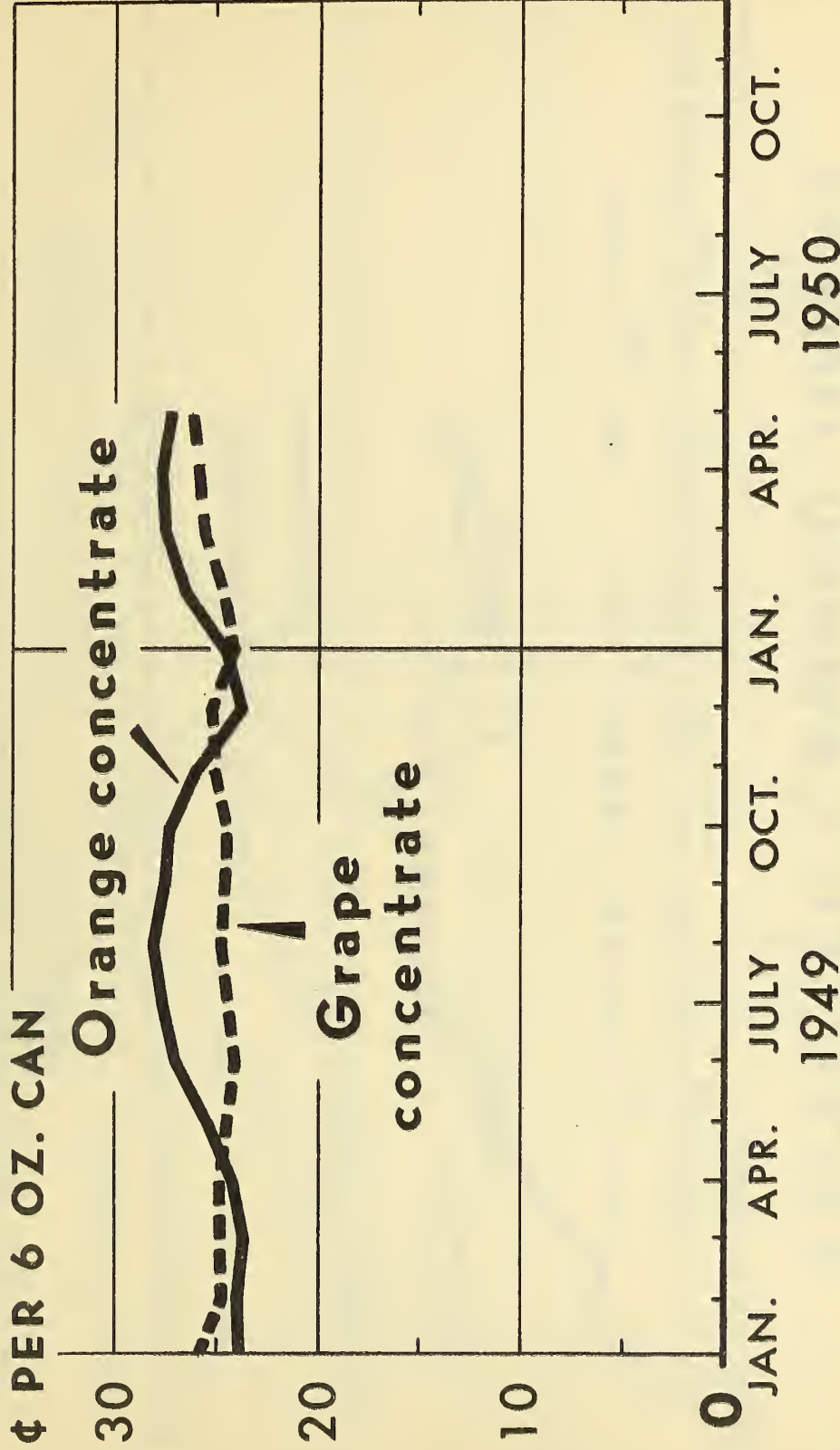
FIGURE 1

CONSUMER PURCHASES OF FROZEN FRUIT JUICES



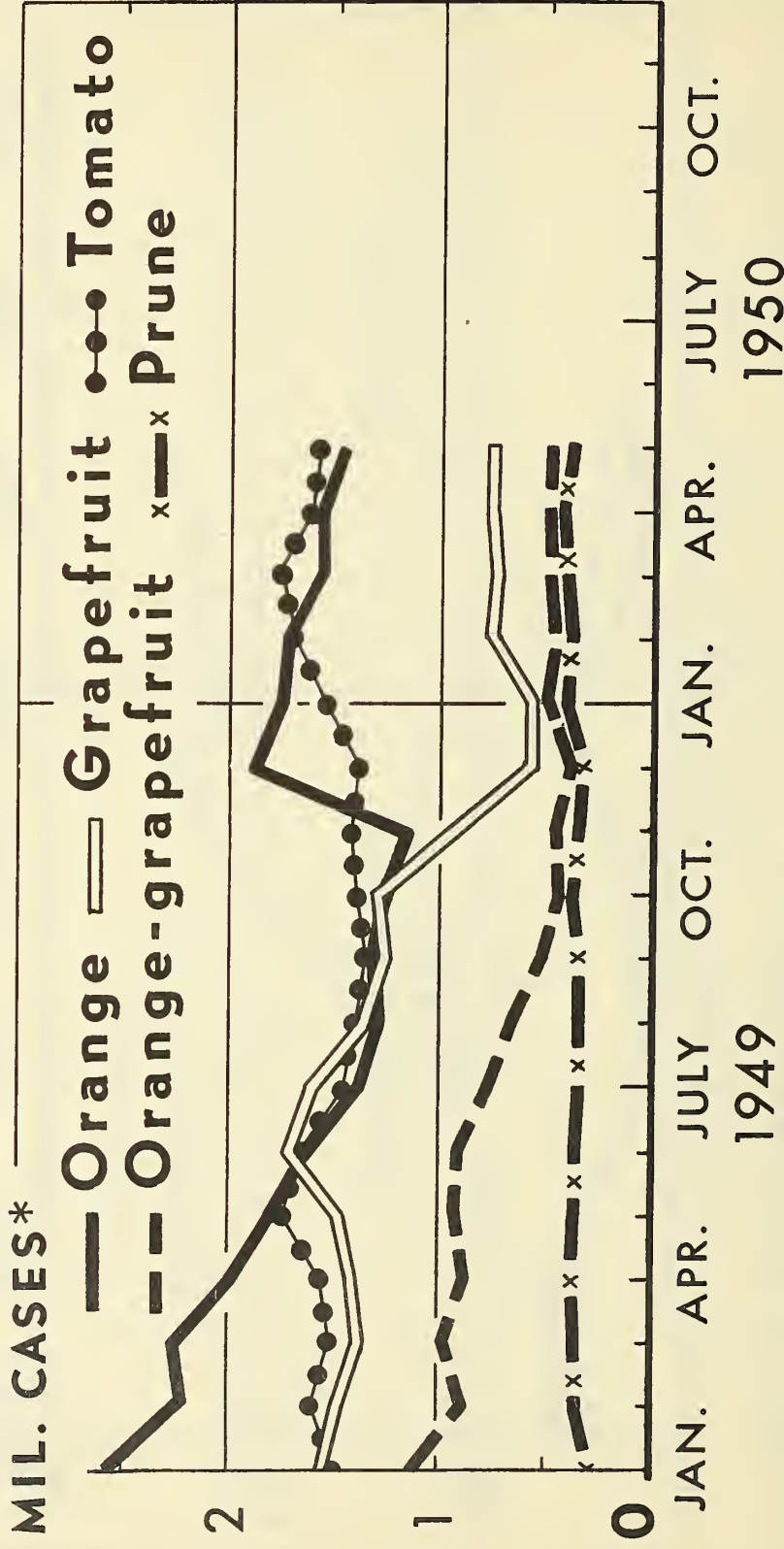
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

PRICES OF FROZEN FRUIT JUICES



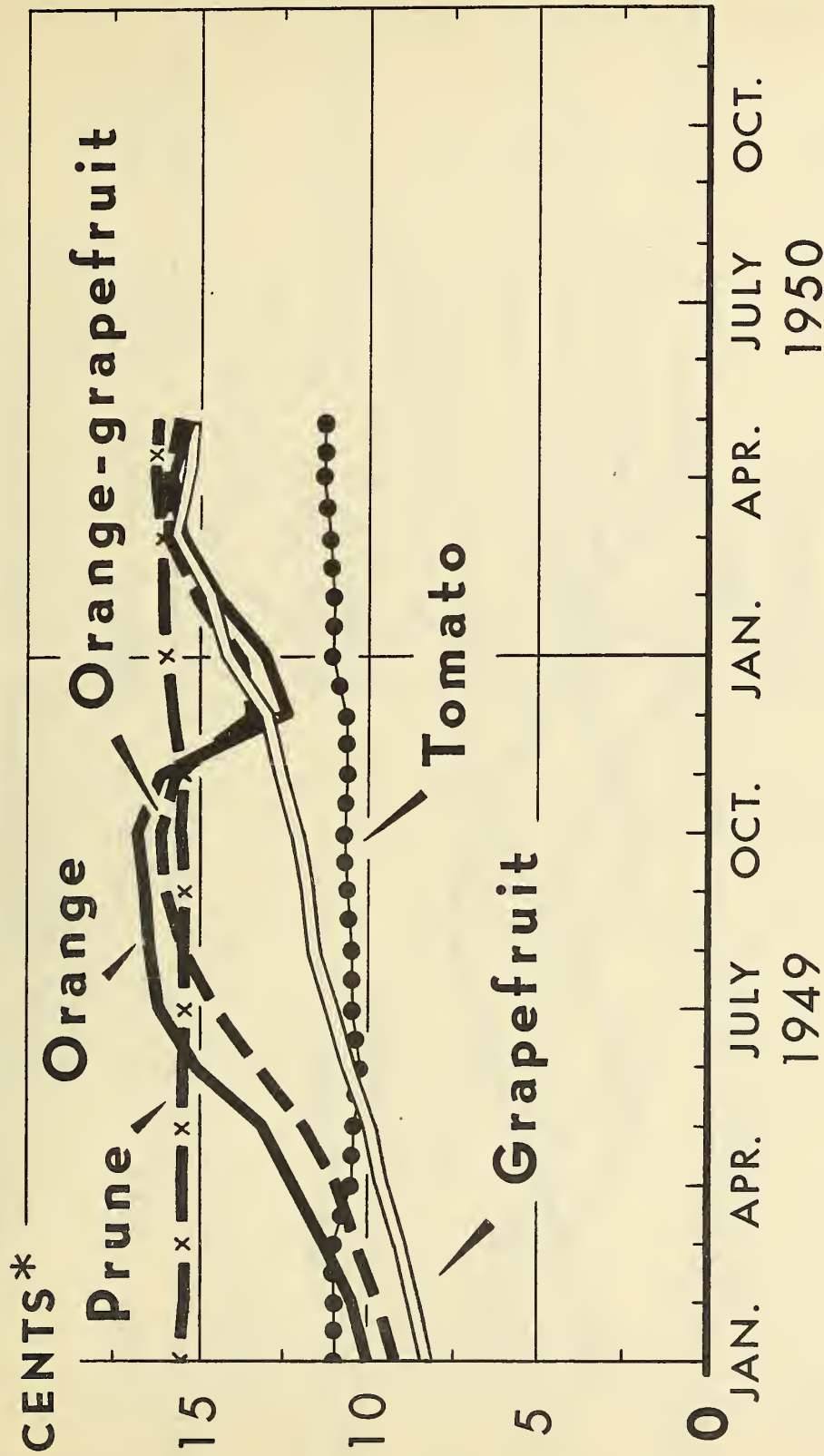
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

CONSUMER PURCHASES OF SELECTED CANNED JUICES



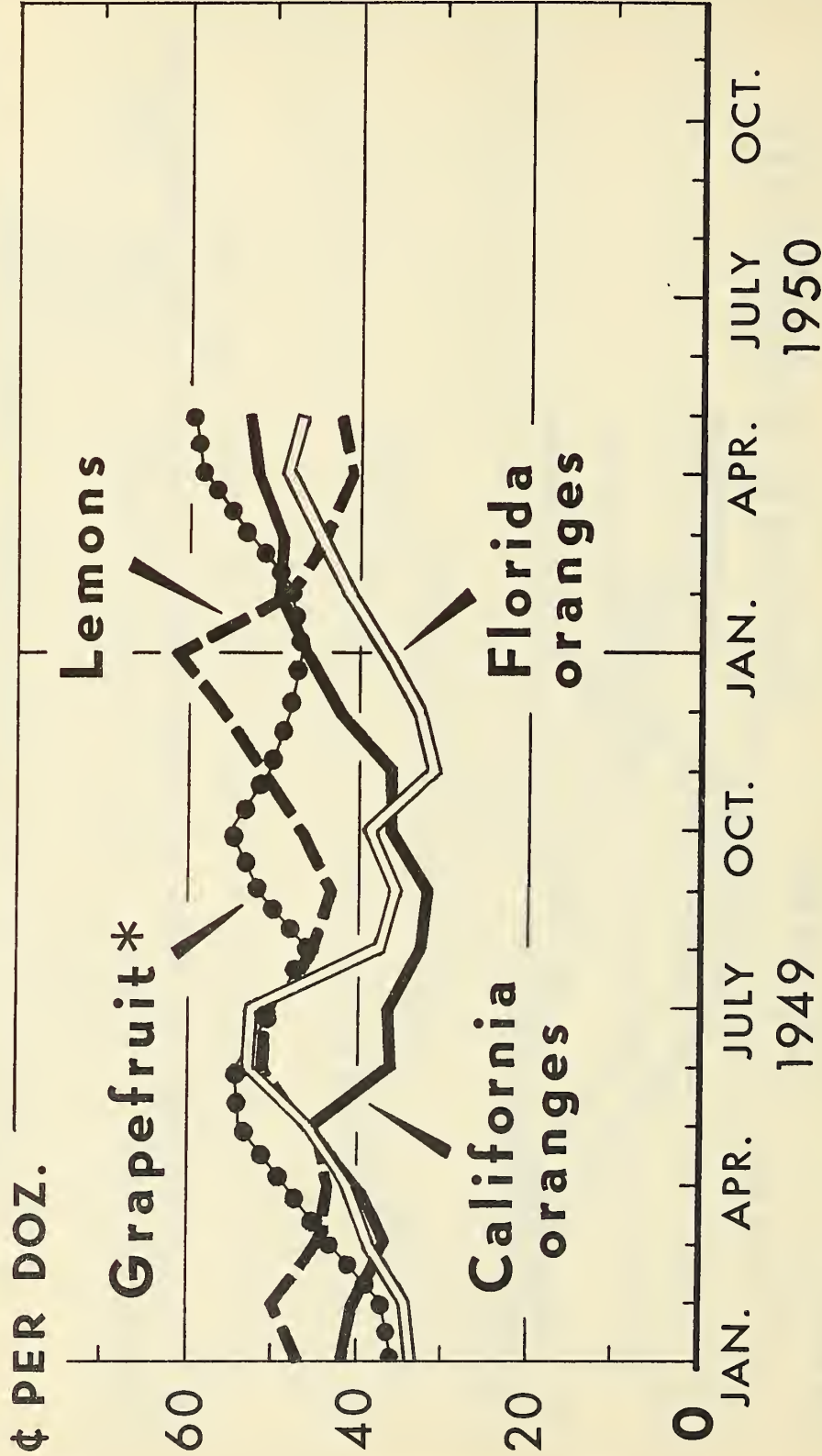
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*EQUIVALENT CASES OF 24 #2'S

PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*CENTS PER EQUIVALENT #2 CAN

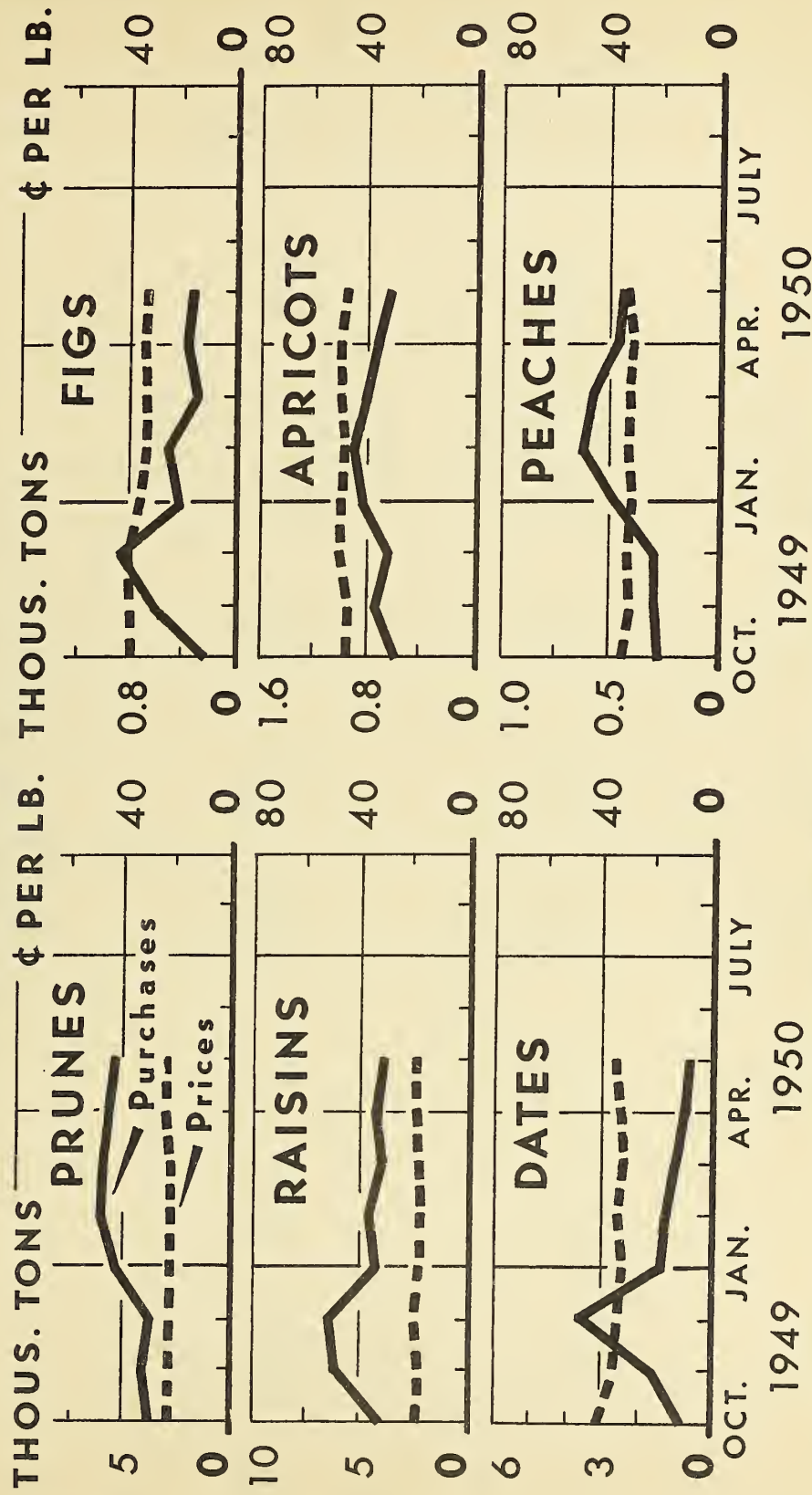
PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

BAE 47618-XX

FIGURE 7

Table 1.--Frozen concentrated orange juice and canned juices: U.S. total consumer purchases, percentage of families buying and average prices, May 1950, April 1950, and May 1949 ^{1/}

| | Consumer purchases | Percentage of families buying | Average price per 6 oz. can |
|----------------------------------|-------------------------------------|-------------------------------|-------------------------------------|
| | <u>1,000 gallons</u> | <u>Percent</u> | <u>Cents</u> |
| Frozen concentrated orange juice | | | |
| May 1950 | 1,243 | 14.5 | 27.2 |
| April 1950 | 1,134 | 14.0 | 27.8 |
| May 1949 | 491 | 7.4 | 25.5 |
| | | | |
| | Consumer purchases cases of 24 #2's | Percentage of families buying | Average price per equivalent #2 can |
| | <u>1,000 cases</u> | <u>Percent</u> | <u>Cents</u> |
| Canned juices | | | |
| Orange | | | |
| May 1950 | 1,462 | 16.0 | 15.4 |
| April 1950 | 1,565 | 15.9 | 15.8 |
| May 1949 | 1,812 | 17.7 | 13.1 |
| Grapefruit | | | |
| May 1950 | 767 | 9.8 | 15.2 |
| April 1950 | 768 | 9.6 | 15.3 |
| May 1949 | 1,485 | 15.1 | 10.0 |
| Orange and grapefruit blend | | | |
| May 1950 | 494 | 6.9 | 15.6 |
| April 1950 | 498 | 6.6 | 16.0 |
| May 1949 | 917 | 11.2 | 11.8 |
| Lemon | | | |
| May 1950 | 48 | 3.1 | 41.7 |
| April 1950 | 37 | 2.2 | 40.2 |
| May 1949 | 63 | 3.8 | 30.2 |
| Tomato | | | |
| May 1950 | 1,578 | 20.6 | 11.3 |
| April 1950 | 1,610 | 20.9 | 11.3 |
| May 1949 | 1,740 | 21.3 | 10.3 |
| Pineapple | | | |
| May 1950 | 938 | 13.7 | 15.6 |
| April 1950 | 990 | 14.9 | 15.4 |
| May 1949 | 671 | 12.4 | 16.7 |
| Prune | | | |
| May 1950 | 386 | 6.7 | 16.2 |
| April 1950 | 417 | 7.0 | 16.3 |
| May 1949 | 361 | 5.9 | 15.5 |

^{1/} Each month represents a 4-week period

National Consumer Panel - Industrial Surveys Company

Table 2.--Fresh citrus fruits: U.S. total consumer purchases, percentage of families buying, and average prices, May 1950, April 1950, and May 1949 ^{1/}

| | | Consumer purchases | Percentage of families buying | Average price per dozen |
|------------|------|--------------------|-------------------------------|-------------------------|
| | | 1,000 dozens | Percent | Cents |
| Oranges | | | | |
| California | | | | |
| May | 1950 | 15,715 | 22.5 | 53.2 |
| April | 1950 | 16,634 | 23.9 | 52.3 |
| May | 1949 | 11,456 | 15.6 | 45.4 |
| Florida | | | | |
| May | 1950 | 19,151 | 21.2 | 46.3 |
| April | 1950 | 20,889 | 23.0 | 48.0 |
| May | 1949 | 23,360 | 24.5 | 46.0 |
| Total | | | | |
| May | 1950 | 42,358 | 47.0 | 49.0 |
| April | 1950 | 45,784 | 49.6 | 49.2 |
| May | 1949 | 42,290 | 43.6 | 45.8 |
| Grapefruit | | | | |
| May | 1950 | 5,024 | 19.6 | 118.9 |
| April | 1950 | 6,460 | 23.9 | 117.4 |
| May | 1949 | 4,813 | 19.5 | 107.9 |
| Lemons | | | | |
| May | 1950 | 9,594 | 27.6 | 42.4 |
| April | 1950 | 7,465 | 23.8 | 40.8 |
| May | 1949 | 10,168 | 30.1 | 45.7 |

^{1/} Each month represents a 4-week period

National Consumer Panel - Industrial Surveys Company

Table 3.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, May 1950, April 1950, and March 1950^{1/}

| | | Consumer purchases 1,000 pounds | Percentage of families buying Percent | Average price per pound Cents |
|-------------|------|------------------------------------|---|-------------------------------------|
| Apples | | | | |
| May | 1950 | 344 | 1.1 | 36.0 |
| April | 1950 | 382 | 1.0 | 36.9 |
| March | 1950 | 462 | 1.3 | 36.4 |
| Apricots | | | | |
| May | 1950 | 1,271 | 2.7 | 47.7 |
| April | 1950 | 1,449 | 3.8 | 49.7 |
| March | 1950 | 1,612 | 4.0 | 50.1 |
| Dates | | | | |
| May | 1950 | 1,156 | 3.0 | 35.9 |
| April | 1950 | 1,505 | 3.4 | 33.4 |
| March | 1950 | 1,892 | 3.9 | 32.1 |
| Figs | | | | |
| May | 1950 | 657 | .8 | 33.7 |
| April | 1950 | 749 | 1.2 | 34.1 |
| March | 1950 | 702 | 1.5 | 33.7 |
| Mixed fruit | | | | |
| May | 1950 | 360 | .7 | 34.6 |
| April | 1950 | 655 | 1.5 | 31.9 |
| March | 1950 | 1,039 | 1.9 | 31.5 |
| Peaches | | | | |
| May | 1950 | 892 | 1.7 | 32.8 |
| April | 1950 | 951 | 2.0 | 32.1 |
| March | 1950 | 1,163 | 2.5 | 32.5 |
| Pears | | | | |
| May | 1950 | 50 | .1 | 36.2 |
| April | 1950 | 65 | .1 | 38.3 |
| March | 1950 | 96 | .2 | 36.0 |
| Prunes | | | | |
| May | 1950 | 10,347 | 12.4 | 23.1 |
| April | 1950 | 11,056 | 13.9 | 23.0 |
| March | 1950 | 11,904 | 15.1 | 22.8 |
| Raisins | | | | |
| May | 1950 | 7,891 | 12.7 | 19.1 |
| April | 1950 | 8,500 | 13.3 | 18.9 |
| March | 1950 | 7,977 | 12.3 | 18.8 |
| Total 2/ | | | | |
| May | 1950 | 22,998 | 27.0 | 24.8 |
| April | 1950 | 25,344 | 30.2 | 24.9 |
| March | 1950 | 26,999 | 31.9 | 25.2 |

1/ Each month represents a 4-week period.

2/ Total includes dried currants.

Table 4.—Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, May 1950 (4-week period)

| Commodity | Purchases | | | | Average prices | | | |
|-----------------------------|------------------------------------|----------------|------------|----------|---------------------------|----------|--------------------------|-------|
| | Percentage of all families buying: | | Per 1,000: | | Size of average purchase: | | Per equivalent No. 2 can | |
| | Percent | 1,000 Cases 1/ | Cases 1/ | Cases 1/ | Ounces | Size | Cents | Cents |
| Canned juices | | | | | | | | |
| Orange | 16.0 | 1,462 | 9.89 | | 56.47 | 46 oz. | 38.4 | 15.4 |
| Grapefruit | 9.8 | 767 | 5.19 | | 51.16 | 46 oz. | 37.8 | 15.2 |
| Orange and grapefruit blend | 6.9 | 494 | 3.35 | | 52.92 | 46 oz. | 39.2 | 15.6 |
| Tangerine | 2.1 | 120 | .81 | | 43.48 | 46 oz. | 33.8 | 13.7 |
| Lemon | 3.1 | 48 | .32 | | 12.93 | 5½-6 oz. | 13.4 | 41.7 |
| Apple | 4.9 | 367 | 2.48 | | 51.97 | 32 oz. | 20.3 | 10.9 |
| Grape | 5.2 | 199 | 1.35 | | 30.18 | 32 oz. | 39.7 | 24.3 |
| Pineapple | 13.7 | 938 | 6.35 | | 46.39 | 46 oz. | 38.4 | 15.6 |
| Prune | 6.7 | 386 | 2.61 | | 36.15 | 32 oz. | 28.5 | 16.2 |
| Tomato | 20.6 | 1,578 | 10.68 | | 48.47 | 46 oz. | 26.9 | 11.3 |
| Vegetable combination | 3.4 | 179 | 1.21 | | 38.56 | 46 oz. | 36.1 | 15.0 |
| Other juices | 2/ | 335 | 2.26 | | 34.71 | 46 oz. | 38.1 | 16.2 |
| Total | 51.9 | 6,873 | 46.50 | | 46.41 | | | 14.7 |
| Frozen concentrated juices | Percent | 1,000 Gallons | Gallons | Gallons | Ounces | Size | Cents | |
| Orange | 14.5 | 1,243 | 8.41 | | 11.62 | 6 oz. | 27.2 | |
| Grape | 2.2 | 94 | .64 | | 9.04 | 6 oz. | 26.2 | |
| Other concentrates | 2/ | 93 | .63 | | 9.40 | 6 oz. | 24.0 | |
| Total | 15.5 | 1,430 | 9.68 | | 11.24 | | | |

1/ Equivalent cases of No. 2 cans, 432 ounces per case

2/ Information not available

Table 5.---Fresh citrus fruit: U.S. total consumer purchases and average prices, May 1950 (4-week period)

| Commodity | Purchases | | | | Average price per dozen Cents |
|--------------|---|-------------------------|-----------------|--------------------|----------------------------------|
| | Percentage of : : all families buying: all families: 1,000 capita: average purchase : Percent | Total : 1,000 dozens | Per : Dozens | Size of : Units | |
| | | | | | |
| | | | | | |
| Oranges | | | | | |
| California | 22.5 | 15,715.0 | 106.3 | 10.0 | 53.2 |
| Florida | 21.2 | 19,151.3 | 129.6 | 11.4 | 46.3 |
| Unidentified | 12.9 | 7,492.2 | 50.7 | 9.9 | 47.0 |
| Total | 47.0 | 42,358.5 | 286.6 | 10.6 | 49.0 |
| Grapefruit | 19.6 | 5,024.1 | 34.0 | 3.5 | 118.9 |
| Tangerines | .1 | 265.0 | 1.8 | 32.0 | 23.2 |
| Lemons | 27.6 | 9,594.3 | 64.9 | 6.2 | 42.4 |
| Limes | .5 | 153.2 | 1.0 | 8.0 | 38.4 |
| Total | 60.3 | 57,395.1 | 388.3 | 8.2 | 53.9 |

National Consumer Panel of Industrial Surveys Company

Table 6.--Dried fruit: U.S. total consumer purchases and average prices, May 1950 (4-week period)

| Commodity | Purchases | | | | Average price per pound Cents | | |
|-------------------|-----------------------------------|--------------|--------------------|--------------------------|----------------------------------|---------------------|--------------|
| | Percentage of all families buying | Total | Per 1,000 families | Size of average purchase | | | |
| | | | | | | Purchases | |
| | | | | | | all families buying | 1,000 pounds |
| | Percent | 1,000 pounds | Pounds | Ounces | | | |
| Apples | 1.1 | 344 | 2.33 | 11.54 | 36.0 | | |
| Apricots | 2.7 | 1,271 | 8.60 | 14.11 | 47.7 | | |
| Dates | 3.0 | 1,156 | 7.82 | 12.75 | 35.9 | | |
| Figs | .8 | 657 | 4.45 | 24.05 | 33.7 | | |
| Mixed dried fruit | .7 | 360 | 2.43 | 15.65 | 34.6 | | |
| Peaches | 1.7 | 892 | 6.03 | 15.28 | 32.8 | | |
| Pears 1/ | .1 | 50 | .34 | 16.00 | 36.2 | | |
| Prunes | 12.4 | 10,347 | 70.00 | 24.79 | 23.1 | | |
| Raisins | 12.7 | 7,891 | 53.39 | 20.62 | 19.1 | | |
| Currents 1/ | .1 | 30 | .21 | 9.80 | 25.8 | | |
| Total | 27.0 | 22,998 | 155.60 | 20.43 | 24.8 | | |

1/ Too few purchases represented to permit significant analysis

National Consumer Panel of Industrial Surveys Company